

Adtech Salary Survey

Informed by 20+ years of hiring across
high-growth ad technology businesses.

Introduction to our Salary Survey

Hiring in Adtech has shifted.

What was once a market driven by rapid innovation and aggressive scaling has evolved into one defined by efficiency, specialisation, and measurable performance.

Today's hiring decisions are more deliberate, more commercially focused, and more closely aligned to revenue, yield, and long-term sustainability.

For CROs, VP Sales, and commercial leaders, building high-performing teams is no longer just about adding headcount, it's about hiring individuals who can navigate complexity, unlock demand, and drive revenue across an increasingly competitive and fragmented ecosystem.

At the same time, Talent Acquisition leaders are operating in an increasingly nuanced environment.

Salary expectations remain competitive, candidate expectations have shifted, and competition for high-quality, experienced talent continues to be intense across key areas such as agency sales, programmatic, client services, and publisher development.

This report has been built to bring clarity to that landscape.

Drawing on Ultimate Asset's direct experience delivering hires across the Adtech ecosystem, alongside wider market data, this guide provides a real-world view of salary benchmarks, role expectations, and hiring trends across the UK market.

Explore the salary survey →

1. Commercial efficiency is reshaping Adtech hiring

Adtech businesses are under increasing pressure to drive revenue more efficiently, with a stronger focus on yield, margin, and sustainable growth.

2. Technical & programmatic expertise command a premium

As the ecosystem becomes more complex, demand for programmatic, data, and technical specialists has increased significantly.

3. Supply, data & identity are driving talent demand

With ongoing changes across privacy, identity, and signal loss, businesses are investing heavily in talent who can navigate this evolving landscape.

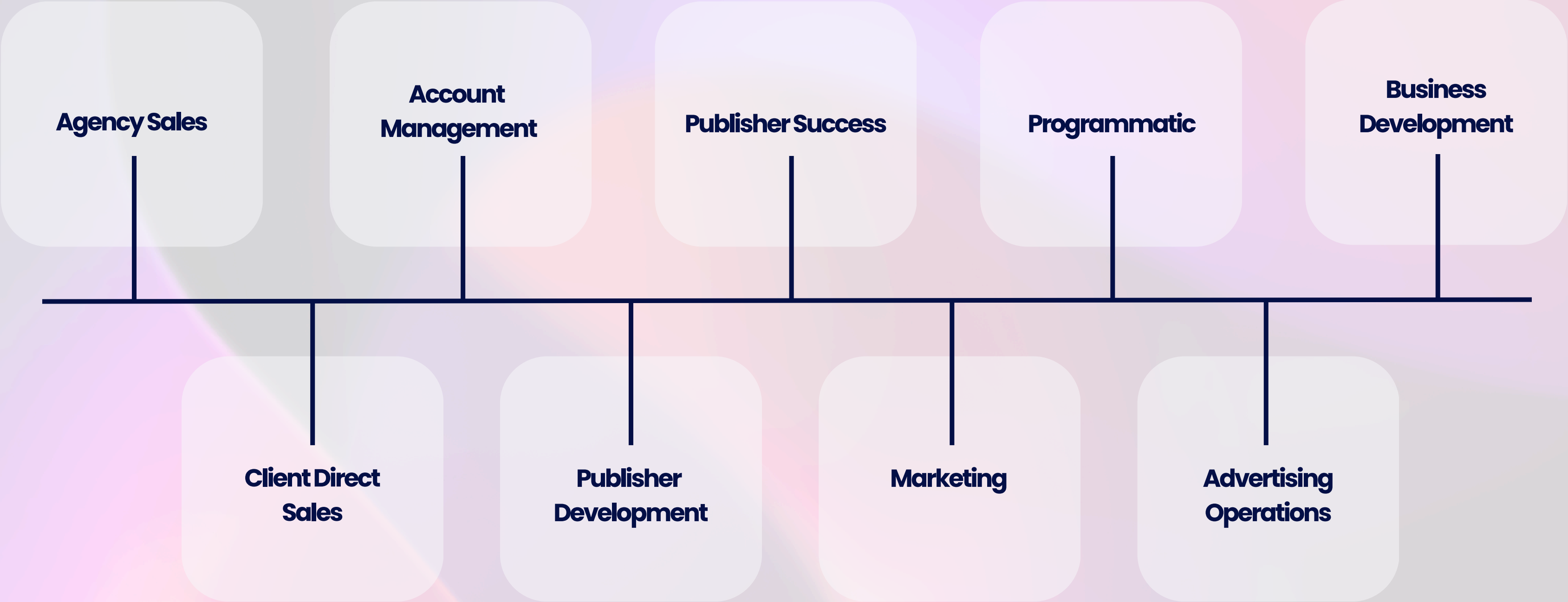
4. Hiring is more targeted, but expectations are higher

While hiring volumes have stabilised, expectations on each hire have increased across the board.

Key market trends



What areas of Adtech does the survey cover?



Commercial Leadership

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Commercial Leadership

Median salary for Commercial Leadership roles in 2025–2026 is **£160,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £85,000, with Commercial Director roles typically sitting within this range.

As experience levels increase, our data found the highest point for Managing Director roles was at £300,000+ per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Managing Director	£110,000	£290,000	£185,000
Commercial Director	£85,000	£175,000	£120,000
Country Manager	£90,000	£150,000	£120,000
VP Sales	£120,000	£200,000	£160,000

Agency Sales

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Agency Sales roles

Median salary for Agency Sales roles in 2025–2026 is **£80,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £48,000, with Agency Sales Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Head of Agency Sales roles was at £140,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Head of Agency Sales	£105,000	£140,000	£125,000
Sales Director/Group Head	£80,000	£105,000	£95,000
Senior Sales Manager	£65,000	£90,000	£80,000
Sales Manager	£48,000	£70,000	£60,000

Client Direct sales roles

Median salary for Client Direct Sales roles in 2025–2026 is **£100,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £48,000, with Sales Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Senior Sales Director roles was at £150,000 per annum.

All bandings are showcased by years of experience.

Role	Lowest £	Highest £	Median £
Senior Sales Director	£110,000	£150,000	£130,000
Sales Director	£80,000	£120,000	£100,000
Senior Sales Manager	£60,000	£80,000	£70,000
Sales Manager	£48,000	£65,000	£58,000

Account Management

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Account Management roles

Median salary for Account Management roles in 2025–2026 is **£70,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £45,000, with Account Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Senior Account Director roles was at £90,000 per annum.

All bandings are showcased by years of experience.

Role	Lowest £	Highest £	Median £
Head of Account Management	£95,000	£135,000	£115,000
Senior Account Director	£70,000	£90,000	£80,000
Account Director	£60,000	£80,000	£70,000
Account Manager	£45,000	£65,000	£55,000

Publisher Development

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Publisher Development roles

Median salary for Publisher Development roles in 2025–2026 is **£95,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £45,000, with Publisher Sales Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Head of Publisher Development roles was at £140,000 per annum.

All bandings are showcased by years of experience.

Role	Lowest £	Highest £	Median £
Head of Publisher Development	£100,000	£140,000	£120,000
Publisher Development Director	£80,000	£105,000	£95,000
Senior Pub Sales Manager	£65,000	£85,000	£75,000
Publisher Sales Manager	£45,000	£65,000	£58,000

Publisher Success

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Publisher Success Roles

Median salary for Publisher Success roles in 2025–2026 is **£95,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £55,000, with Publisher Success Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Head of Publisher Success roles was at £140,000 per annum.

All bandings are showcased by years of experience.

Role	Lowest £	Highest £	Median £
Head of Publisher Success	£100,000	£140,000	£120,000
Publisher Success Director	£80,000	£105,000	£95,000
Publisher Success Manager	£55,000	£75,000	£65,000

Programmatic

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Programmatic Management

Median salary for Programmatic Management roles in 2025–2026 ranges from **£55,000 to £140,000** per annum, depending on seniority.

Dependent on role and scope, the lowest data point we found was at £55,000, typically for Programmatic Manager roles leading smaller teams.

As seniority increases, our data found the highest point for Head of Programmatic roles was at **£140,000 per annum**, reflecting ownership of team & company size.

Role	Lowest £	Highest £	Median £
Head of Programmatic	£95,000	£140,000	£115,000
Programmatic Director	£85,000	£125,000	£105,000
Programmatic Account Director	£60,000	£80,000	£72,000
Programmatic Manager	£55,000	£65,000	£60,000

Programmatic

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Programmatic Trading roles

Median salary for Programmatic Trading roles in 2025–2026 ranges from **£40,000 to £85,000 per annum**, depending on role and responsibility.

Dependent on role and scope, the lowest data point we found was at £40,000, typically for Trader positions supporting client relationships.

As responsibility and ownership increase, our data found the highest point for managerial roles was at **£70,000 per annum**, reflecting leadership of teams and ownership.

Role	Lowest £	Highest £	Median £
Programmatic Trading Manager	£55,000	£85,000	£70,000
Senior Trader	£50,000	£75,000	£60,000
Trader	£40,000	£55,000	£50,000

Advertising Operations

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Advertising Operations roles

Median salary for Ad Operations roles in 2025–2026 is **£80,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £45,000, with Ad Operations Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Head of Ad Operations roles was at £105,000 per annum.

All bandings are showcased by years of experience & level.

Role	Lowest £	Highest £	Median £
Head of Ad Ops	£75,000	£105,000	£90,000
Ad Ops Director	£70,000	£90,000	£80,000
Ad Ops Manager	£45,000	£65,000	£55,000

Business Development

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Business Development roles

Median salary for Business Development roles in 2025–2026 is **£80,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £55,000, with Business Development Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Head of Business Development roles was at £130,000 per annum.

All bandings are showcased by title & years of experience.

Role	Lowest £	Highest £	Median £
Head of Business Development	£90,000	£130,000	£110,000
Business Development Director	£80,000	£120,000	£100,000
Senior Bus Dev Manager	£65,000	£95,000	£80,000
Business Development Manager	£55,000	£80,000	£65,000

Marketing

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Marketing Leadership

Median salary for Marketing leadership roles in 2025–2026 ranges from **£95,000 to £180,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at **£85,000**, typically for Head of Marketing roles leading teams within earlier-stage or scaling businesses.

As seniority and organisational responsibility increase, our data found the highest point for Chief Marketing Officer roles was at £250,000+ per annum, reflecting full ownership of go-to-market strategy, brand, demand generation, and revenue alignment.

Role	Lowest £	Highest £	Median £
Chief Marketing Officer	£140,000	£250,000	£180,000
VP, Marketing	£110,000	£180,000	£140,000
Head of Marketing	£85,000	£120,000	£95,000

Marketing

Hiring? Submit your Job →

Field Marketing

Median salary for Field Marketing roles in 2025–2026 ranges from **£60,000 to £85,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £50,000, typically for Field Marketing Manager positions focused on regional execution and campaign delivery.

As seniority and strategic ownership increase, our data found the highest point for VP/Global Field Marketing Lead roles was at **£150,000 per annum**, reflecting ownership of global strategy, pipeline contribution, and alignment with enterprise sales teams.

Role	Lowest £	Highest £	Median £
VP, Field Marketing	£100,000	£150,000	£125,000
Head of Field Marketing	£70,000	£105,000	£85,000
Senior Field Marketing Manager	£60,000	£85,000	£70,000
Field Marketing Manager	£50,000	£72,000	£60,000

Marketing

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Demand Generation

Median salary for Demand Generation roles in 2025–2026 ranges from **£75,000 to £135,000** per annum, depending on seniority and commercial scope.

Dependent on role, the lowest data point we found was at **£60,000**, typically for Demand Generation Manager positions focused on campaign execution and pipeline support.

As seniority and revenue ownership increase, our data found the highest point for VP Demand Generation roles was at £170,000 per annum, reflecting full ownership of pipeline strategy, performance marketing, and revenue contribution.

Role	Lowest £	Highest £	Median £
VP, Demand Generation	£110,000	£170,000	£135,000
Head of Demand Generation	£85,000	£130,000	£105,000
Demand Generation Manager	£60,000	£90,000	£75,000

Marketing

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Content & Brand

Median salary for Content and Brand roles in 2025–2026 ranges from **£60,000 to £95,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £50,000, typically for Content Marketing Manager positions focused on execution, storytelling, and campaign support.

As seniority and strategic ownership increase, our data found the highest point for Head of Content / Brand roles was at £120,000 per annum, reflecting ownership of brand positioning, messaging, and content strategy across the business.

Role	Lowest £	Highest £	Median £
Head of Content	£80,000	£120,000	£95,000
Content Marketing Manager	£50,000	£75,000	£60,000
Senior Content Manager	£60,000	£85,000	£70,000

Commentary from our Director & Practice Lead

Over the past 12 months, we've seen salary movement across Adtech remain relatively controlled at a headline level, typically sitting between 2–5% year-on-year, based on a combination of Ultimate Asset placement data and wider UK market benchmarks. What's been more notable is how targeted that movement has been, with the strongest increases concentrated in programmatic, solutions, and revenue-critical roles.

In areas like programmatic trading, solutions, and commercial sales, salaries have continued to rise due to an ongoing shortage of high-quality, experienced talent, even as overall hiring volumes have become more selective. At the same time, businesses are becoming more deliberate in how they allocate budget, often prioritising fewer hires while expecting greater impact and broader capability from each individual.

The biggest shift from my perspective is the continued demand for operators who can navigate both the commercial and technical sides of the ecosystem, whether that's sales working closely with programmatic teams, or solutions roles supporting complex buying cycles. Salaries haven't accelerated across the board, but for the right profiles, particularly those aligned to revenue and technical delivery, competition remains high and processes are still moving quickly.

James Johnson
Director & Practice Lead, Adtech at Ultimate Asset



James Johnson
Director & Practice Lead

Email James →

James Johnson leads Ultimate Asset's Adtech practice, specialising in building go-to-market teams across sales, account management, programmatic, and ad operations. He works closely with founders, CROs, and senior leadership teams to help scale commercial functions that drive measurable growth across the UK, Europe, and the US.

At Ultimate Asset, James has built a reputation for his deep market expertise and hands-on approach to hiring. He partners closely with businesses to understand their commercial strategy and technical requirements, ensuring every hire is aligned to long-term growth, operational performance, and revenue impact.

Commentary from our Managing Director

From a leadership perspective, the Adtech marketing landscape over the past 12 months has been defined less by broad salary inflation and more by targeted investment. While overall increases have remained modest, typically in the 2–5% range, the real movement has been concentrated in roles supporting local market growth, brand positioning, and revenue enablement.

We're seeing a clear shift in how businesses approach marketing hires, particularly at the mid-senior level. As Adtech businesses look to strengthen their presence in the UK, there is increased demand for talent across field marketing, content, and regional activation, with organisations prioritising individuals who can operate with autonomy and deliver impact across multiple touchpoints.

More broadly, marketing is becoming a critical lever in how Adtech businesses scale. The most effective leaders are those who can align closely with sales, localise strategy effectively, and build functions that support both growth and market expansion. We're incredibly proud to produce this report in partnership with our clients, ensuring it remains a practical, comprehensive guide that supports better hiring decisions and continues to move the industry forward.

Alex Swain
Managing Director at Ultimate Asset



Alex Swain
Managing Director

Email Alex



Alex has been with Ultimate Asset for over 12 years, leading the business and specialising in building high-performing marketing and go-to-market functions for technology companies. He works closely with founders, CROs, and CMOs to help shape and scale marketing teams that drive pipeline, positioning, and long-term growth across the UK, Europe, and the US.

His approach centres on helping clients define what great looks like for their stage of growth, ensuring marketing teams are built for both execution and commercial impact.

Hear what our clients say about us



Thank you Ultimate Asset. You're practically Canadian given how much you have helped us grow. We've got a Canadians jersey and maple syrup waiting for you when you make it over.

Founder & Chief Executive Officer
Hivestack by Perion



They quickly understood our vision and helped us build a high performing GTM team.

Chief Revenue Officer
Civic Science

Become a client



A bit more about **Ultimate Asset**

We are a global talent partner specialising in Adtech, MarTech, SaaS and emerging media, supporting high-growth businesses to build and scale their revenue, marketing and customer teams. With a deep network across the UK & Europe, North America and APAC, we work closely with founders, CROs and CMOs to deliver high-impact hires that drive growth.

Hiring? Submit your Job →